**Idil**

**Idil.332767@2freemail.com**

**Personal statement**

As a motivated, adaptable and responsible Advertising & Public Relations graduate at Middlesex University, I am especially drawn to the dynamic world of the Fashion industry and the currently highly evolving Digital/Social Media environment.

During my three years at university, I successfully combined my social media brand image (Hobby Style Blogger\*) as well as focusing on my studies, which proved my commitment in everything I do. Time management and constantly being under pressure are some of the skills I have learned. My greatest interest lays in marketing and advertising, I enjoy working on my own as well as in teams in order to achieve the company’s goals and objectives.

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**Personal skills**

* German, English and Somali fluent
* Advanced Computer skills (such as Microsoft Word, HTML)
* Photography skills
* Excellent communication skills
* Team work skills
* Good eye for details

**Education & Qualification**

**2013/2016**

Middlesex University

Course: BA in Advertising, Public Relations & Media

Grade: 2:2

**2011/2013**

Harrow on the Hill College

Course: BTEC National Diploma in Business (Level 3) with a final grade of DD\*.

**2010/2011**

Harrow Weald College

Course: BTEC First Certificate in Business (Level 2) with a final grade of Merit.

English GCSE (grade C)

**2009/2010**

Uxbridge College

Courses: GCSE’s:  (Sociology B), (German A\*), (Biology D), (Maths C)

**Career History**

**September 2016** - Social Media & Marketing Assistant intern at Amaliah is clothing website, the office is based in Shoreditch, London.

Duties: Monitoring and posting blogs, forums, and social networks, online outreach and promotion using Facebook, Instagram, Snapchat and Twitter. Responding to posts or comments to bring user’s interactions to Amaliah. Finding articles, stories and other resources and suitable content that is relevant for the brand and discuss these in a form of blog posts. Taking pictures of London Fashion Weekend, photograph some people, update these pictures on their social media channels. Regular search in key influencers, i.e. bloggers to write content for Amaliah. Daily product update on the shop site, which includes items such as; shoes, accessories, dresses, scarfs and bags.

**2014/2016** - Telephone researcher at Rigour Research (Market Research Company)

Duties: My role was to call the general public and ask them their opinion on certain brands, i.e. products and services. Mainly advertising/PR agencies.

**2012/2013** – Customer Service role at the Harrow Arts Centre.

Duties: welcoming the guests; assist them throughout the show; scanning the tickets and making sure the events run smoothly.

**2007/2008** - Lawyer Assistant at Trinkl & Partner GbR Anwalts-Notarskanzlei Frank (Stuttgart, Germany).

Duties: general administration tasks i.e. checking the emails, writing cheques, organising files, monitoring calendars, documenting actions and most importantly meeting deadlines.

**Additional Interests and activities**

* reading
* blogging
* travelling
* photography

**Personal achievements: fashion, event, restaurants and beauty collaborations through Instagram**

@immehabayas

@abayasboutique

@abayaaddict

@alsayedfragrances

@acesdesserts

@lujainglam

@saverahevents

@amilahboutique

@caftandolls

@banaatabaya

@miriamsmunchies

@demure\_abayah

@sheikha.boutique